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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVII. NEW YORK, OCTOBER 7, 1896.

No. 1.



This  
Is  
A  
Sure  
Result

of making your call at the wrong time.  
An equally unpleasant result is placing  
your ad in the wrong medium. If you put  
it in the ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀

## STREET CARS. ❀ ❀

there will be no "kick coming." Consult  
us for the cars. ❀ ❀ ❀ ❀ ❀ ❀ ❀ ❀

GEO. KISSAM & CO., 253 Broadway, New York.



## *It is Awfully Interesting*

to watch the faces of the readers of the local weekly.

That paper, small as it sometimes is, wields an influence which is not equaled by anything else on earth.

Laugh at it if you like, but you can't open the pocket-books of the country people except by its use.

The owners of millions of pocket-books read weekly the 1,600 local papers of the Atlantic Coast Lists.

One order, one electro does the business.  
Half a cent a line per paper for transient advertising.  
Quarter of a cent if 1,000 lines are engaged.  
Catalogue and full information for the asking.

***Atlantic Coast Lists,***  
***134 Leonard Street, New York.***

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 26, 1895.

Vol. XVII.

NEW YORK, OCTOBER 7, 1896.

No. 1.

## THE DRAMATIC PRESS AGENT.

By R. H. Dutton.

Even the most superficial reader of the newspapers can hardly fail to notice how frequently the advance notice of a theatrical attraction differs more or less widely from the regular criticism which appears in the issue of the paper following the first performance of the engagement. The latter varies all the way from high praise to downright condemnation or ridicule; the former is invariably laudatory, its tone being such as to convince the credulous reader that the attraction is of rare merit. A curious feature of this inconsistency is the fact that a paper will print, repeatedly, notices of a complimentary character concerning a play that its critic has previously pronounced to be poor.

The difference between the two classes of notices is accounted for by the fact that the criticism is the work of the dramatic editor of the paper, while the other notices, stories, and the like are written, or at least inspired, by one of those modern creations, the dramatic press agents, now considered necessary not only by the managers of traveling companies, but as permanent local fixtures by the managers of theaters. Their methods are largely the same, whether they be advance agents of the shows or the local *attaches* of the theaters where the engagements are filled. Their mission is to keep the press teeming with mention of the play or theater in which they are interested, and to this end to establish and maintain, if possible, pleasant relations with the newspaper men, particularly those of the dramatic departments.

The more matter he can get in print, the more valuable the man. It is quantity, rather than quality, except, of course, that it must be favorable to the show. A column of trash, with a "scare head," is more highly prized

than a paragraph of really bright or newsy matter; space and display are what he aims at, though a certain standard of merit is necessary to insure acceptance by the papers.

The manner in which the press agent works is complex. Knowing the attraction he represents, he accumulates a mass of literature concerning it. This he arranges in all manner of forms, from the little one-line remark to the long article one or more columns in length. He has little personal items about the members of the company, descriptions of stage settings, scenes and mechanism, others of the nature or plot of the play, stories pertaining to it, and, indeed, an almost unlimited assortment of material for the use, gratis, of the papers. These he takes to the dramatic editors, and the amount they accept depends upon his diplomacy and general ability. The average dramatic editor is usually glad to have much of his own labor curtailed in this way, and it is for this reason that the press agent is sometimes quite as welcome as he is at other times troublesome to the dramatic writer—for he is often dreaded, sometimes as a bore, at others as a deceiver with many wiles to inveigle the unwary editor into giving out misleading or incorrect news.

To the class of work just described, which may be regarded as of a routine nature, the press agent must add another. He must be ever on the alert to keep the public informed of any unusual happening in his theater or to the members of the company. Even accidents, illness, quarrels and divorces furnish material for extra advertisement. Nothing that will bring the attraction before the public gaze is to be neglected. Still, there are at times certain limitations placed upon personal notices by managers, who frequently instruct their press agents as to whom they shall mention and whom

not. Sometimes a particularly rich subject for a write-up must be neglected for fear that a lesser star might outshine a greater one. The enormous advertising value of press notices is well appreciated by actors and actresses, and many jealousies result when their extent is disproportionate to the ranks of those receiving them.

Here it may be said that fully half of the anecdotes, stories and such matter that appear in the press concerning stage folk are made out of whole cloth—in the language of journalism, "fakes." The majority of the other half are embellished and exaggerated to a degree rarely found in the other classes of press matter. The peculiar fads, exercises, costumes and daily routines of Thespians are favorite subjects for the press agent, for upon these he can let his imagination run riot with little labor, little fear of refutation, and he can, at the same time, frequently construct a really interesting story. Tales on these subjects may, as a general thing, be put down as fiction, and should always be taken with many grains of salt. Amusing mishaps on the stage, entertaining experiences of actors and histories of their lives are likewise extensively utilized, whether they narrate fact or not. A favorite trick, too, is to make some false statement, knowing full well that it will be refuted. The refutation constitutes an additional notice, and a withdrawal or even an apology constitutes a third, the press agent thus getting in two extra strokes.

It is the press agent's duty, too, to arrange with his people the interviews which are so plentiful. This he does either by requesting a dramatic editor to send a reporter, or, more frequently, by writing the interviews himself and sending them to the paper. Sometimes he writes views really expressed by the interviewed; more frequently he manufactures them in his own brain.

Wonder may not unnaturally be excited at the readiness and extent with which even the leading papers print these dramatic notices and stories, often knowing, or at least suspecting, their deceptive nature. It is for a number of reasons. In the first place, the business department of a paper has a powerful influence on the editorial, and the theaters are good, steady advertisers. It is largely on

this account that the stage gets rather more than its share of space in the columns of the press. Again, the editor or some other in authority may be personally interested, through motives of friendship or something else, in the subject written up. Certain papers, too, lack sufficient matter to fill their columns with entertaining reading, and are glad to have it supplied free of charge.

The extent to which press puffing is carried, however, while an acknowledged evil, not only by reason of its degree but for its unreliability, seems to be steadily increasing. The advent of the press agent has made it a fine art, and the growing competition resulting from a demand for able men tends to develop still further the art of getting dramatic notices into print.—*From the October number of Godey's Magazine.*

THERE are 10 newspapers published in the interests of carriage makers. Their combined circulation is 20,460 each issue. The *Blacksmith and Wheelwright*, of New York City, leads with 5,000 copies.



THAT the phase of art revived by Beardsley, Bradley, *et al.*, can be "toned down" so as to produce an advertising illustration that the ordinary reader can understand and appreciate, is evidenced by the picture above reproduced. The effect is pleasing and artistic.

THE GENERAL ADVERTISING  
AGENCIES OF N. Y. CITY.

MR. WILLIAM HICKS.

In 1868 Mr. William Hicks began  
the publication of the New York

inaugurated a general advertising  
agency. The publication was a finan-  
cial success from the outset, and so,  
too, was the advertising business. As  
a result Mr. Hicks found it advisable,  
finally, to give up one or the other.



WILLIAM HICKS.

*Shipping Gazette.* Previous to starting that publication he had, for some years, been connected with Boyd's Despatch. Almost coincident with the new enterprise, in 1869, Mr. Hicks

So about eight years ago he sold out the publication to another concern, which conducted one of the same general nature. Putting all his energies thereafter into his present business, he

has succeeded in building it up to its present dimensions, founded upon a policy of never cutting rates or dividing commissions. Mr. Hicks makes a special feature of summer and winter-resort hotel advertising, and probably controls more of this business than any other man in the country. So great is the general confidence in him that publishers often invite him to make their rates for summer hotel advertising.

It is a pleasing fact to Mr. Hicks that most of the new business which he secures is derived from those who have been employees of his old customers, and are therefore familiar with his methods and himself.

#### QUESTIONABLE TESTIMONIALS.

*By John C. Graham.*

It has lately become quite a fad to give testimony to the enormous business one has received through advertising in such-and-such a medium. Some of the "smart" advertisers, who believe more in getting free advertising than in paying for it, have noticed that a particularly strong testimonial to the business-bringing qualities of a newspaper or magazine is usually printed and distributed broadcast, either in the publication itself or in some booklet or circular, that is sent by mail all over the country. It has been a matter of ease, therefore, for those of elastic conscience to place a small ad in such a paper, and a few days after publication send to the business manager a glowing account of the number of replies received from the ad and the amount of actual business done as a consequence.

The special agent of a well-known weekly recently told the writer that some of these free ad fiends—who always use their letter-heads (for reproduction), and generally refer in their letters to their vast business—had tried to "work" him, but the scheme was so transparent that the letters went into the waste-basket instead of into print. This particular paper is published in New York, and the advertisers usually get first copies. Three days after the publication of a delayed issue the special agent received a flattering letter from an advertiser in Chicago, claiming to have had over 3,000 replies to his ad, which cost \$10.50! The letter concluded with the line: "You are at liberty to use this statement if you so desire." The "statement" meant that one out of

every seventeen subscribers to the paper had written to the advertiser before his ad could possibly have been seen by a fourth of that number! So the special agent concluded that he had no "desire to use" the letter.

#### "FOLLOW MY LEADER."

*By John Chester.*

In spite of all the talk about hard times, dull seasons and business stagnations, it often happens that individual enterprise is quickly emulated by others until the whole business world is in active motion again. One bold advertiser can start a crowd of others advertising, because they have to, in order to protect their trade.

We have had an example of this quite recently in New York City. The new dry goods firm of Siegel, Cooper & Co. no sooner began to advertise largely in the newspapers than Macy's, O'Neill's and the other big houses came out with unusually large ads. It was not a matter of choice. The instinct of self-protection taught them that if they wished to hold their trade they must counteract the effects of the new firm's advertising.

This is a lesson that should be laid well to heart by praters about "hard times" and "dull seasons." Say what you will, enterprise is contagious. It only needs one bolder than the rest to set the pace, and the others are sure to follow—must follow, in fact. The metropolitan dry goods dealers knew well that the only way to offset the advertising of the Siegel, Cooper Co. was to increase their own, both in space and attractiveness. The result cannot but be extremely satisfactory to the newspaper publishers, and it has certainly given a big boom to shopping. The stores are all crowded, money is being spent, extra salespeople are being engaged, and things are improving all around, in spite of anxieties about the election.

And all this goes to prove that bad times can be made better by hustling—by creating trade, by energy, activity and good advertising. I have always contended, and always will contend, that many merchants are responsible for their own dull seasons. The remedy is obvious, and the foregoing facts point a moral that should not be despised.

It's the crowded ads that generally have room for improvement.

The American Constitution  
The American Idea  
The American Spirit

These first, last, and  
all the time, forever

At the sign of

# The Sun

**NEW YORK**



## THE SPANISH-AMERICAN PAPERS.

Office of  
THE SPANISH-AMERICAN NEWSPAPER CO.  
136 Liberty St., New York.  
New York, Sept. 23, 1896.

## Editor of PRINTERS' INK:

In your "Little Schoolmaster" for Sept. 23, 1896, Mr. Harding, of Humphreys' Specifics, claims that at present the South American papers are not profitable for patent medicine advertisers. I cannot understand how Mr. H. reaches such a conclusion. He has not advertised to any extent in such papers for years. The way to judge of such things is by asking people who are advertising in Spanish-American papers. If I am not greatly mistaken, the Humphreys people got their first start in Spanish-America by using the papers, or largely by these mediums. The proof of the pudding is in eating. The largest advertiser in Spanish papers to-day is the J. C. Ayer Co. They have lately increased their ads so as to have at least one block each day in all dailies, and in weeklies their ads are found on three pages. They only distribute their almanacs once each year, same as here. The truth is that on account of their great use of the dailies and weeklies they have the largest business of any firm in North America with Spanish-American countries. The use of the papers by Scott & Bowne also proves their efficiency. No advertiser who has gained the Spanish-American market likes to say anything very encouraging, as his very statement might bring hundreds of competitors. For this reason very few care to make any report, and those who so do are not very encouraging.

Yours very truly,

E. C. WHITE.

## THE RAND-McNALLY LIST AGAIN.

"WEST TEXAS SENTINEL."  
ABILENE, Tex., Sept. 21, 1896.

## Editor of PRINTERS' INK:

We have a sworn circulation of about three times the *News* or *Reporter*, and about twice the circulation of the *West Texas Baptist*. Your attention is called to the inclosed clipping from PRINTERS' INK of May 13th:

"Mr. Roy B. Bradley, business manager of the Abilene (Tex.) *West Texas Sentinel*, solemnly swears that no issue of that paper for a year has been less than 2,300 copies. It is the official journal of the Farmers' Alliance and Industrial Union."

Yours respectfully, ROY B. BRADLEY.

Office of  
THE CALGARY HERALD CO., LIMITED.  
CALGARY, Alberta, Can., Sept. 21, 1896.

## Editor of PRINTERS' INK:

We might point out that in the American Newspaper Directory the *Herald* is given the highest circulation rating in the Territories for both its daily and weekly editions, and that none of the papers included in the Rand-McNally list publish oftener than once a week. Yours truly, THE HERALD CO.,

per J. J. Y.

WACO, Tex., Sept. 27, 1896.

## Editor of PRINTERS' INK:

You give the *Day-Globe* as the leading paper of Waco. That paper was suspended some two years ago. The *Evening Telephone* is acknowledged the leading paper.

L. P. PINKSTON.

A DENTIST's ad should be able to draw well and have a pull on the people.

## HOW TO PREPARE MANUSCRIPT.

[Some years ago London *Notes and Queries* published some little verses which we reproduce below.]

Write upon pages of a single size;  
Cross your t's and neatly dot your i's.  
On one side only let your lines be seen—  
Both sides filled up announce a verdant green.  
Correct—yes, recorrect—all that you write,  
And let your ink be black, your paper white,  
For spongy foolscap, of a muddy blue,  
Betrays a mind of the same dismal hue.  
Punctuate carefully, for on this score  
Nothing proclaims a practiced writer more.  
Then send it off, and, lest it merit lack,  
Inclose a stamp with which to send it back;  
But first pay all the postage on it, too,  
For editors look blank on "six cents due,"  
And murmur, as they run the effusion o'er,  
"A shabby fellow and a wretched bore!"  
Yet, ere it goes, take of it a copy clean—  
Writers should own a copying machine;  
Little they know the time that's spent, and  
care  
In hunting "copy" vanished—who knows  
where?  
Bear this in mind, observe it to the end,  
And you shall made the editor your friend.

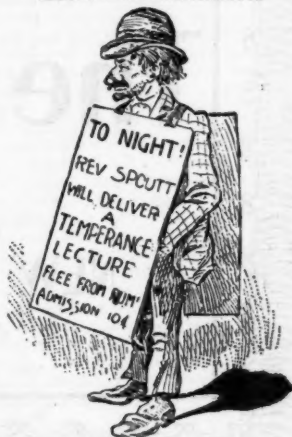
## HIS MOTTO.

A boy walked into a merchant's office the other day in search of a situation. After being put through a catechism by the merchant, he was asked: "Well, my lad, what is your motto?" "Same as yours, sir," he replied. "same as you have on your door—" Push." He was engaged.—*Michigan Tradesman*.

## READERS OF TRADE PAPERS.

The brightest and most enterprising tradesmen are those who read trade newspapers. Readers of trade papers keep fully informed on all the doings in the world of business, especially of their own branch, and are the sort of men with whom it is a pleasure to do business.—*Grocers' Review*.

## ILLUSTRATED EXPRESSION.



"A DRY AD."

—Truth.



## Do You

Know of any single paper that covers exclusively as large and prosperous a field as The Oregonian does?



## Do You

Know that no paper on the Pacific Coast commands the attention and respect that The Oregonian does? It is lacking in neither dignity nor ability.



THE OREGONIAN'S BUILDING.  
Finest Newspaper Building  
West of Chicago.

# THE OREGONIAN

Daily,  
Sunday and  
Weekly  
Editions.

Publishes every bit of the news. It is the only morning paper in Portland, and the only big paper in its field.

### ITS FIELD

	Population
PORTLAND (OFFICIAL) . . .	81,342
PORTLAND'S SUBURBS . . .	17,800
STATE, OUTSIDE OF PORTLAND (APPROX.) . . . . .	275,000
WASHINGTON . . . . .	375,000
IDAHO . . . . .	100,000
WESTERN MONTANA . . .	90,000
BRITISH COLUMBIA . . .	100,000
TOTAL . . . . .	1,039,142

**E. G. JONES,**

IN CHARGE OF ADVERTISING.



**The S.C. Beckwith Special Agency,**

Sole Eastern Agents,

Tribune Building,  
New York.

The Rookery,  
Chicago.

# What Mr. Daly Says!



HIS SON INSERTS A  
BICYCLE AD IN THE



PHILADELPHIA

# ITEM

ONE INSERTION ENOUGH!

THE DOOR-BELL NEARLY ANNIHILATED!

Philadelphia, Aug. 26, '96.  
Messrs. Fitzgerald:

Gentlemen: My boy inserted in  
THE ITEM the following ad for two  
days:

BICYCLE \$35; decided bargain.  
1443 S. Ninth St.

Do not put it in to-morrow's paper.  
He has sold it.

If as many purchasers call on  
the second day as there did on the  
first, I will be obliged to have a  
new door-bell placed in the house.

JAMES L. DALY,  
Teacher of Elocution and Dramatic  
Expression,  
1443 S. Ninth St., Phila.



THE S.C. BECKWITH SPECIAL AGENCY



# Advertisers—

Why pay for a large circulation in *St. Louis* when less than half of it is really in *St. Louis*—the balance far out in Arkansas, Mississippi and Texas.

This is where the circulation of the

## *St. Louis Star*

differs from that of some of the other papers in that city, which claim nearly double that of the STAR.

The STAR only claims

**48,000 Daily; 50,000 Sunday**

but most of this circulation is in *St. Louis* and its immediate suburbs—and not scattered through surrounding States at points from 300 to 500 miles distant from *St. Louis*.

Furthermore, 70 per cent of the STAR's circulation is delivered by carriers into the homes of the best people of *St. Louis*—the purchasing element.

**The STAR is the Leading Republican Evening Paper of *St. Louis*.**

Its superiority as an advertising medium will assert itself to any one taking the trouble to investigate.

Rates are reasonable for the circulation, and the advertiser gets more for his money in the STAR than in any other *St. Louis* paper.

*For further particulars—*

Consult **Eiker**, You Know Him!

11 TRIBUNE BUILDING, NEW YORK CITY.

"Advertising in the  
EVENING NEWS  
brought greater re-  
turns than all the  
other DAYTON  
Dailies combined."



"The Dayton Times  
and Evening News  
are the best papers  
published here, and  
have the largest  
circulations in their  
respective fields."

The leading advertisers of  
Dayton, Ohio, use the.....

# Morning Times Evening News Weekly Times-News

More largely each year. They  
give better results for the money  
invested than any other papers  
in that section. . . . .

We are prepared to submit satis-  
factory estimates for advertising.

38 Park Row, H. D. LA COSTE, Eastern  
New York. Manager.

# The Evening Wisconsin.

FORTY-NINTH YEAR. MILWAUKEE, AUGUST 29, 1896. THREE CENTS.

[The Fourth Estate.]

## AN AMERICAN TYPE.

THE MILWAUKEE WISCONSIN, A  
GREAT NEWSPAPER OF  
THE NORTHWEST.

ONE OF THE BEST EVENING JOURNALS IN THE WORLD—FIFTY YEARS' GLORIOUS HISTORY IN THE NORTHWEST—SPLENDIDLY MANAGED AND MODERNLY EQUIPPED—PAPER OF THE FIRESIDE AND THE BUSINESS OFFICE.

The Evening Wisconsin, of Milwaukee, has behind it almost fifty years of good works well done and before it an assured future of many more useful years. It is proud of its past and not fearful of its future.

Indeed The Evening Wisconsin has every ground for both pride and fearlessness. It is established in the homes of the best citizens of Milwaukee. It is close to the local hearth, not as an aid to starting the fires, but as the instructor, informer, amuser and comforter in the hours when the family is gathered together in the evening to talk over and read of the events of the day. The record of the paper is pre-eminently an honorable one. Sensationalism has no place in its record.

The development of the beautiful city of Milwaukee and the surrounding country owes much to The Evening Wisconsin, which has grafted in its growth a love of clean literature, pure politics and sound business methods. It has been a champion of the right and wears the laurel wreath of public appreciation.

The "power of the press" is nowhere better shown than in the history of Milwaukee and its Evening Wisconsin, a shining successful example for those who would emulate respectability in newspaper publishing.

The publishers believe in charging a fair price for their paper and not putting the principal burden of its publication upon the advertiser. The advertising rates are the same to foreign advertisers, and local purchasers of publicity. The rates are always maintained, with the natural result that there is not a constant commotion leading to abnormally low rates when the lowest taken are understood. Firmness in rates has been a characteristic of The Evening Wisconsin, and to this must be attributed much of its success and the appreciation of advertisers at home and abroad.

As The Evening Wisconsin has a tremendous daily circulation in Milwaukee, it is therefore of first importance as an advertising medium. It has a field of its own, and fills it.

It draws its constituency from the very best people of Milwaukee and adjoining territory, the buying class and controlling element in the community. The Evening Wisconsin is the only paper in Milwaukee that publishes daily sworn statements of circulation.

It may be said with truth that The Eve-

ning Wisconsin ranks with the best afternoon papers of the world.

It is one of the most enterprising newspapers in the west, yet so clean and wholesome in its presentation of news that it is pre-eminently a paper for the family circle as well as for the business office. To sum it up briefly, it is a typical prosperous American daily.

The Evening Wisconsin is and has been represented among advertisers in the east by Charles H. Eddy, whose office is at 18 Spruce street, New York.

## PRINTING DEPARTMENT.

IT IS EQUIPPED WITH THE LATEST MATERIAL, FASTEST PRESSES, AND MOST SKILLFUL WORKMEN.

ORDERS FOR WORK NOT CONFINED TO THIS SECTION BUT RECEIVED FROM VARIOUS PARTS OF THE COUNTRY—CONTRACTS COVER MANY MILLIONS OF IMPRESSIONS.

Connected with The Evening Wisconsin is one of the largest Printing Offices in the country. More than one hundred thousand dollars are invested in the most modern Presses, latest styles of type, type-setting machines, bindery, stereotyping, etc., etc. The very fact of this department being so large has placed it in the position to demand the attention of large users of printing of every kind.

Our facilities are such that we readily handle orders running from ten millions to forty millions impressions, delivering the same on or before the specified time. We have printed editions of bound volumes for Universities, that have exceeded fifty thousand copies, have printed millions upon millions of educational documents for the Republican National Executive Committee, and are almost constantly printing great quantities of Railroad Folders and Maps in colors. We are at the present time completing one order for forty million labels in three colors, that required four car-loads of paper. From January first we have used \$5,000 worth of ink. The Catalogues of some of the largest manufacturing concerns in the West bear the imprint of The Evening Wisconsin.

Anything in the printing line is our specialty. Every job that is placed with us is given careful, painstaking attention; and from the moment the copy for the same is received until the completed work is finally delivered, it is under the watchful eye of a competent superintendent. Our proximity to the large paper mills of Wisconsin renders it possible for us to fill orders with very little delay. We have been in business so long that our reputation is known all over the Northwest.

We are prepared at any time to send a competent man to make estimates or take instructions where the amount of the work is sufficient to warrant it.

# STOCK IN A GOLD MINE

will not pay better dividends, on an average, than advertising in a paper that *REACHES THE MASSES* does.

## THE Chicago Dispatch

(By JOSEPH R. DUNLOP)

is read by nearly all of the people in and about Chicago. Its circulation is

### 70,000 Copies Daily

and it is read by five times that number of people who have more or less money to spend. You can get a portion of their patronage through its advertising columns.

**EASTERN OFFICE:**  
517 Temple Court,  
New York.

**HOME OFFICE:**  
115 - 117 Fifth Ave.,  
Chicago.



# "WANT OF CARE DOES US MORE DAMAGE

THAN WANT OF KNOWLEDGE."

—BENJ. FRANKLIN.

Especially does this apply to the selection of

## The Advertising Medium

for our wares. . . . .

# THE ST. LOUIS POST-DISPATCH

respectfully directs attention to the following claim and  
invites a careful inquiry into the same :

The actual bona fide circulation of the  
POST-DISPATCH in the City of St. Louis,  
East St. Louis and immediately adja-  
cent suburbs is DOUBLE that of the  
Globe-Democrat or Republic and equals  
the two combined. OUR BOOKS ARE  
OPEN TO PROVE THIS AT ANY TIME.

The Great "WANT" Medium of the Southwest.





## A PAGE FROM OUR BOOK

### "RULES FOR ADVERTISERS"



**PUBLISHERS' CLAIMS** don't count for much if facts don't bear them out — no use to talk about results if advertisers don't get them. Amount of advertising will tell a story of results better than a publisher's claim.

**CONTINUED SUCCESS.**—There are many surprises, many freaks in the newspaper business that surprise old timers. A good, steady, rapid growth makes a paper more valuable than if the circulation is attained by circus methods. Our weeklies have grown steadily for eight years. The first three years we took no advertising at all—paid all our attention to circulation — made interesting papers, and achieved success.

**SOME ADS DON'T PAY.**—If every ad paid, advertising would soon be reduced to a five or six per cent basis. The uncertainty makes advertising speculative, same as mining. You can't tell who is going to strike it rich—when success comes it comes quickly and in big chunks.

**CUTTING RATES.**—"Papers with unstable rates have unstable circulation." The publisher that don't cut rates shows in most instances that the paper has the circulation claimed.

# BOYCE'S BIG WEEKLIES

BLADE ✻ LEDGER ✻ WORLD

**500,000** COPIES WEEKLY.

\$1.60 per Agate line. No Discounts.

W. D. BOYCE CO., 115 Fifth Avenue, Chicago.

## LOCAL STORE ADVERTISING.

*By Henry Romaine.*

I once advertised a large local store successfully without the aid of the ordinary newspaper, and as my plan may be of practical service to others who, like myself, have found the metropolitan dailies too high priced for the purpose of publicity, and too widespread for concentrated local trade, I herewith give a detailed account of my *modus operandi*.

One day an idea occurred to me, and I immediately resolved to test its worth. As I couldn't advertise in the newspapers I would do the next best thing—run a newspaper of my own! I went and interviewed a cheap printer, got his estimate for a four-page 12x9-inch paper once a week for a year; concluded to use 10,000 copies, and started work.

The first thing I did was to purchase from a discharged employee of one of my rivals a complete list of the occupants of all houses, flats and stores in my district. These comprised over 11,000 names. I paid \$5 for the privilege of copying them, and had one of my clerks do the work. Having a little journalistic experience, I began preparing my "copy" at nights, after the store was closed. With me the scissors was mightier and handier than the pen. From the dailies I clipped such items of news as concerned our locality. On the front page I had a love story, which I clipped from a prominent weekly. (Love stories fetch the women every time.) I "scissored" a column of "Household Hints" and another of "Jokes and Jingles." Then a couple of columns of "Fashion Notes" and the various news items I had clipped, with an odd poem or two, filled the two inside pages. The last page I filled with my own advertising—a list and description of bargains, with prices set as attractively as my printer could do it. I called my little journal the *West Side Weekly*, and was considerably proud of my first number, which I had distributed by four boys, on as many different routes, on a Friday afternoon. I paid them fifty cents each for their work, and my paper, presswork and printing cost me \$33.

The second week it was easier to get out, the third week easier still, and I soon became so accustomed to the clipping and editing that it cost me no trouble whatever. Three nights a

week used to suffice to make up the paper. As an advertisement it was a distinct success. I very soon noticed a rapid increase in trade, and there was such a demand for my little paper that I increased the edition to 12,000, and used to have a copy of the current issue put in every parcel that left the store. I paid the most particular attention to the selection of my weekly story, knowing full well that the "tale of love" always pleased the women.

For \$35 weekly I got my 12x9 ad in ten to twelve thousand places, where it would do me the most good. That sum would buy but a small space in one daily, and its effects would have been scattered over the city—not concentrated in my locality. The scheme paid me handsomely, and it would, I think, pay any other storekeeper similarly situated, whether he be in the grocery, dry goods, drug or clothing business. One advantage of the scheme is that your advertising alone reaches the people—not a crowd of them, as in a newspaper.

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#### ORIGIN OF SIGNS.

An interesting story is told in connection with the familiar red, yellow and green vases that brighten the windows of drug stores. The custom of placing them there originated with an apothecary who found himself one night minus the red light with which tradesmen of his class were accustomed to ornament their store fronts. To make up the deficiency he got a bottle of red liquid and placed a candle behind it. The effect pleased him so well that he decided to improve it by placing a second red light in the window with the aid of another bottle of red mixture and an additional candle. This sign made such a brave showing that an envious rival cast about for means of improving on the sign. He hit upon the scheme of placing a bottle colored with yellow fluid beside the red one, and then surpassed his previous effort and carried all before him by placing a green bottle beside the yellow. The three made a sign that caught the town, and all the druggists quickly fell into line. The bottles were replaced with the handsome vases at present in use, and the druggist's sign was here to stay to brighten the dingy streets of town and village.

Few among the unfortunates who pass beneath the three gilt balls into

the sorrowful interior of a pawnbroker's shop stop to consider the meaning of the yellow sign. The pawnbroker's symbol came from the sign used by the Lombard bankers, who took it from the sign used by the Medici family of Florence. The founder of the house had been a medicus or physician; his descendants became bankers and brokers, and the sign they adopted was based on the pills that were dispensed by their ancestor. As they had become rich in their calling it was necessary that the pills should express something more than the mere decoctions of a physician, so they were done in gold and in that shape the three "pills" can be seen swinging over the premises of every pawnbroker to day. The golden pills were used as a coat of arms for the descendants of the Medici family, who became nobles, but it is not probable that any family of noble birth and up-to-date ideas has continued the use of three balls as its heraldic device.

Among the armies of unshorn individuals who daily seek the familiar red and white sign of the barber, few know the meaning of the parti-colors on the pole. Probably not one barber in a hundred could tell you himself what the colors signify. The origin of the sign dates back to the days when bleeding was the favorite remedy of physicians. When a little blood-letting was prescribed, the barber was the man to do it, as he combined his business with that of surgeon. The barber's sign was adopted, as it is in existence to-day, because the red symbolizes the blood that the barber drew from his patients in the interest of the public health, while the white on the poles stood for the white bandage with which the wound was bound up after the clumsy operator had drawn the prescribed quantity of red fluid.—*Chicago Grocer*.

#### AN ALPHABETICAL ADVERTISEMENT.

The following appeared in an issue of the *London Times* in 1842: "To Widowers and Single Gentlemen—Wanted, by a lady, a situation to superintend the household and preside at table. She is agreeable, becoming, careful, desirable, English, facetious, generous, honest, industrious, judicious, keen, lively, merry, natty, obedient, philosophic, quiet, rosy-faced, sociable, tasteful, useful, vivacious, womanish, Xantippish, youthful, zealous, etc."—*St. Louis Republic*.

#### SEEKING INSPIRATION.

Visitor—Is Mr. Palette in?

Maid—No, sir; he's at the St. Vitus' Dance Hospital getting ideas for a new art poster.—*Pacific Record*.

#### INSURANCE EPIGRAMS.

Mr. C. H. Gearhart, of Glens Falls, N. Y., issues a booklet called "Points and Pointers for the Uninsured," apparently intended for distribution by life insurance companies. It consists entirely of insurance apothegms, some of the most epigrammatic of which are here reproduced:

Life insurance is the ripened fruit of remembered duty.

Worthless assets—dead men's good intentions.

"Fixed for life" is very good. "Fixed for death" is much better.

You may rightfully indulge in to-day's luxuries if you have provided to-morrow's necessities.

The poet talks about "man's inhumanity to man." What about man's inhumanity to woman—the sin of the uninsured?

Approaching death may give you many weary weeks in which to wish for a life policy, but no chance to get one.

Life insurance is a mere matter of dollars and sense.

As to life insurance, "if it were well it were done, it were well it were done quickly."

The sick room and the cemetery may teach the need of life insurance, but the agent never solicits business there.

Life insurance premiums are, or ought to be, as much a part of household expense as a barrel of flour. The one will appease the hunger of the present, the other of the future.

Justice to the wife includes protection for the widow.

"Good intentions" will not buy the nail-holes in your coffin, much less food and raiment for your widow.

Knowledge and skill rake in the shekels only while the pulse beats.

Many a poor widow has been smoked out of a house and a home.

Put it in the power of your family to say that, in the warfare of life, you won—won them comfort while you lived, and left them plenty when you died.

He is a good citizen who provides for his wife and children. He is a better citizen who also provides for his widow and orphans.

To what date is life insurance too often postponed? February 30th.

#### DIFFERING SPECIALTIES.

It was a shy shop in a shy street in Kensington. And in the window two unhappy tailors were squatted, looking as though they would have given ten years of their life for a pot of old six. It was in fact a "twopenny tailor's" establishment, to the window whereof was attached a poster which conveyed the following information:

"Disraeli wore the modest primrose.

"Chamberlain affects the lordly orchid.

"He clean and repair any article of clothing."—*London Clarion*.

#### NIL DESPERANDUM.

"This is the best ad I ever wrote," said the ad writer pompously.

"Oh, you must not let that discourage you," said his sympathizing friend.

#### APPARENTLY.

Some folks evidently want our currency put on the bargain counter with all the other merchandise of doubtful value.—*Shoe Trade Journal*.

# THE RICHMOND DISPATCH

is the leading paper of the Virginias and Carolinas as regards ability, influence and circulation and *has many more readers than all other daily papers published in Richmond.*

No matter of an objectionable character is allowed in its editorial, reportorial or advertising columns, hence it possesses the absolute confidence of its readers.

That advertising in it pays is attested by its use year after year by the largest and shrewdest general advertisers of the United States even when they use no other paper in its section.

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**J. E. VAN DOREN SPECIAL AGENCY,**

PUBLISHERS' DIRECT REPRESENTATIVES,

Tribune Bldg., New York.

Masonic Temple, Chicago.

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# THE ONE PAPER

indispensable to advertisers in Southern Alabama, Mississippi and Western Florida is the

# MOBILE REGISTER

It is one of the oldest and best known papers of the South, and has a standing and circulation in its field that no other paper even approaches.

Mobile ranks third in the United States as a cotton market and has a large domestic and foreign commerce.

Vessels of 25 foot draft lie at its wharves at low water and load direct from the five railroads which bring the coal and iron products of Alabama to this port.

These things keep Mobile's 35,000 people well employed and make advertising in the MOBILE REGISTER profitable.

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**J. E. VAN DOREN SPECIAL AGENCY,**

PUBLISHERS' DIRECT REPRESENTATIVES,

31-32 Tribune Bldg., New York.

1320 Masonic Temple, Chicago.



**"WE ARE ON THE HUMP"**

## The Kansas City Times

is after business on a strong circulation platform, and the telling argument it offers for the advertiser's vote is the assurance of results.

**"RESULTS"** is its popular candidate that will sweep the victorious issue "Success" to the advertising world.

We guarantee a bona fide circulation of more than 21,000 copies daily, more than 25,000 Sunday and more than 40,000 of the Twice-a Week edition.

It is the only Democratic daily of the metropolitan class in the region comprising Western Missouri, the great State of Kansas, Southeastern Nebraska, Oklahoma and Indian Territories and Northern Texas.

Add to this it is the most popular paper in this large territory. Never in its history has the paper made such tremendous advances as in the past few months and never has its future appeared more rose hued than now.

***The Times IS on the hump.***

Rates on application to

**THE TIMES PUBLISHING CO., Kansas City, Mo.**



NOTES.

*Demorest's Family Magazine* for October contains an article on "Women Poster Artists."

*The Dry Goods Economist* of Sept. 26 contains a glossary of terms in every-day use by dry goods men.

MR. H. D. LA COSTE has been appointed New York representative of the *Gazette and Bulletin*, Williamsport, Pa.

A BROOKLYN jeweler advertises: "Only the brave deserve the fair; only the fair deserve our engagement rings."

A PARROT that kept asking passers-by if they did not want a glass of soda water was an original method of advertising made use of by a Chicago druggist during the summer.

THE TOOTHPICKERS in the "Monroe" restaurant, Chicago, are wider than the ordinary toothpick of commerce, and the words, "The Monroe," are conspicuously stamped on one side.

HERBERT BOOTH KING & BROTHER made an assignment September 29 to Asa A. Alling, with preferences for \$12,800 as follows: United States National Bank, \$5,500; David J. Fuller, \$5,000; C. C. Shayne, \$500; Alexander Campbell Milk Co., \$300; Edward M. Knox, \$1,000.

An exhibition of American posters is to follow the showing of Belgian designs in Toulouse. Artists desiring representation should send copies of their posters, a brief biography and portrait of themselves to A. D. de Beaumont, 22 rue Ragmond, IV., Toulouse. If they desire to place posters on sale they can send duplicates, stating prices asked.—*the Echo*.

POSTMASTER DAYTON has received instructions from Washington to hereafter decline to dispatch from the post-office all double or reply postal cards which have not been folded by the senders before being posted, as required by the rules governing the treatment of such cards, and the public is cautioned to carefully fold such cards in future before depositing them for mailing.

THE HOSTERMAN PUBLISHING CO., of Springfield, Ohio, has purchased *Fireside Reveries* of Rochester, N. Y., and consolidated it with their monthly publication, *Womankind*, thereby increasing *Womankind's* circulation by 12,000. The October number appears with a handsome cover of two colors, which greatly improves the appearance of this sprightly home paper.

A GOOD advertising idea, used by a cigar manufacturer in the thoroughfares of St. Paul and Minneapolis during the G. A. R. week, was an enormous green papier mache parrot. The head and wings of the bird fitted over a man's head. His legs were appropriately dressed to resemble a parrot's, and as he walked around the streets the effect was startling. The bird was an advertisement of the Parrot five-cent cigar.—*Tobacco*.

NEXT YEAR.

Johnnie Fewcads—I tell you frankly that I shall not be able to pay for this suit until next year.

Tailor—All right, sir.

"When will you have it ready?"

"Next year."—*Tit Bits*.

ADVERTISING AND BOILERS.

You must keep your boilers heated if you want steam. If you bank your fires too long it takes valuable time to start up.

TWO REASONS.

There is an Irish porter employed in a large commission house in New York—one of the kind that will make a witty reply to any sort of question. He is very fond of expressing his views in general, and has great admiration for his arguments. If he fails to get a listener, he will talk to himself in lieu of something better. A member of the firm, being annoyed one day at his constant muttering, which he was unfortunate enough to hear, sent for him.

"See here, John, did it ever occur to you that your constant talk and muttering is a great annoyance to people that happen to be around? Why on earth do you chatter away to yourself, anyhow?"

"Shure I have two raysons for deim' that."

"Two reasons? Well, what are they?"

"One of them is that I loike ter talk to a sinible man, and the other is that I loike ter hear a sinible man talk."—*Harper's Round Table*.

BAD MAN—GOOD ADVERTISING.

Some time ago a man known as J. F. Van Smith appeared in Pittsburg. He came from Chicago and claimed that he was in the land business. He at once published alluring advertisements of Chicago lots and California and Washington lands, for which he claimed to hold the power of attorney to exchange for Allegheny County land. Van Smith displayed great cleverness, and ere long had unloaded ten lots centrally located in Chicago, as well as land at Lakeview, Cal., and at Seattle, Wash. It is estimated that Van Smith realized in the neighborhood of \$100,000 in Pittsburg and its vicinity alone. It may appear strange that the real estate lawyers for the buyers of the fraudulent deeds were imposed on, but no doubt the cleverness of Van Smith was equal to the emergency. The affair shows incidentally how large an amount of real estate business may be done by means of a moderate amount of advertising.—*American Land and Title Register*.

DETECTIVE advertising ought to arrest the attention and be generally catchy.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW, Spokane, Wash.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LA COSTE, 38 Park Row, New York.

THE VINDICATOR, Youngstown, Ohio, \$400 d. and \$1, 600 w. Wants first-class advertisements only.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

WANTED—Established newspaper; a trade paper; Eastern States; would take partnership. "K," care Printers' Ink, New York.

WANTED—an idea. Who can think of some simple thing to patent? Protect your ideas; they may bring you wealth. Write JOHN WEDDERBURN & CO., Patent Attorneys, Washington, D. C., for their \$1,500 price offer and list of two hundred inventions wanted.

**EVERY** live advertiser wants to see our latest styles—Satanick, Jensen Italic—and our latest Cushing-type pamphlets. We have produced good things, but these are better. **AM. TYPE FOUNDER'S CO.** See list of branches under "For Sale." Specimens ready at nearest branch.

**SOUTH AFRICA**—Press of business will not allow Mr. Lewis Garrison, of the Garrison Advertising and Press Agency, Johannesburg, to visit European and American firms for several months. In the meantime write direct if you wish lowest rates in S. African newspapers. The agency of firms undertaken.

**CLOTHIERS** and men's furnishers—why not crown and publish your own paper? We can furnish you monthly with any quantities of *Men's Attire*, published under your own name, with your page ad, and give you sole publication rights in your town. Very low terms. Send for particulars. **LEAGUE PUBLISHING CO.**, Lexington Building, New York.

**TO PUBLISHERS** of papers and magazines. Many a publication whose present heading gives it an appearance of cheapness could be so improved by an artistic and handsome heading as to tend to convince advertisers that it was one of the best and most progressive of its class and locality. Sketch submitted on approval. **W. MOSELEY**, 54 Hill St., Elgin, Ill.

**DOES** your business pay? Are you making money? Do you improve the opportunity? The shrewd, ever on the alert, are making money, why not you? I have a plan peculiarly adapted for the clothing business, which will increase the volume of your business 100 per cent the first year, at the same time saving you money. I expect to get one client in every city in the United States. One only can buy the scheme; the one making the investment will do the business of his city. If you feel interested do not delay but write at once. Address confidentially, **Y. KLEIN**, 330 N. 4th St., St. Louis, Mo.

#### PAPER.

**M. PLUMMER & CO.** furnish the paper for this magazine. We invite the correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

#### ADVERTISING NOVELTIES.

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

#### NEWS BUREAU.

**ARE** you going to start a paper? If so, write to **ASSOCIATED TRADE & INDUSTRIAL PRESS**, Washington, D. C. Serve leading papers. Agents in every State and country. Established 10 years.

#### MAILING MACHINES.

**THE** Matchless Mailer; best and cheapest. By **REV. ALEXANDER DICK**, Meridian, N. Y.

**MAIL** list type and machines can be bought best and cheapest from **AMERICAN TYPE FOUNDER'S CO.** See list of branches under "For Sale."

#### ADDRESSES FOR SALE.

**LISTS** of names in any trade, in any country. \$1. Information on any commercial subject. Credit reports on firms anywhere. In U. S. \$1, in Europe \$5, in Latin America \$3. Agents everywhere. Ten years established. **ASSOCIATED TRADE & INDUSTRIAL PRESS**, Washington, D. C.

#### PRINTERS.

**THE LOTUS PRESS**, 140 W. 23rd St., N. Y. City. (See ad "Advertisement Constructors").

**WE** do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and refer to—come to us. **PRINTERS' INK PRESS**, 10 Spruce St., New York.

#### ADVERTISING AGENCIES.

**If** you wish to advertise anything anywhere at any time, write to the **GEO. F. ROWELL ADVERTISING CO.**, 10 Spruce St., New York.

#### BILLPOSTING AND DISTRIBUTING.

**ADVERTISERS**—You can cover any or every portion of the Union economically with circulars and samples. We guarantee to give you reliable service through an organized force of reliable men who furnish best of references and distribute all matter in a careful manner. We handle any class of advertising, such as sample copies, circulars, samples, almanacs, etc., and understand our business. For prices and other information address **UNITED MFG. & PUB. ADV. CO.**, Cohoes, N. Y., Special Advertisers. Reliable men wanted in all unoccupied territory. If you use any class of names, write us; we can interest you.

#### ADVERTISEMENT CONSTRUCTORS.

**PILOT ADVERTISING CO.**, Newark, N. Y.

**RETAIL** ads to new customers for \$1. **H. L. GOODWIN**, Farmington, Me.

**BOOKLETS**, 25 to \$10, my specialty. **H. ALBERT PERSHING**, South Bend, Ind.

**WILLIAM & SHAUGHNESSY**, Advertisers, 623 & 624, Temple Court, New York. Write.

**RETAIL** grocers and druggists: Got what you want. Write me. **JED SCARBORO**, Bklyn.

**REALLY** good cuts at really moderate prices. \$2. stamp brings circulars. **R. L. CURRAN**, 150 Nassau St., New York.

**PROSE** or verse ads, small or large: write 'em up at the lowest charge. Write **J. B. LARKINS**, 217 53d St., Brooklyn.

**THE** only writer of exclusively medical and drug advertising. Advice or samples free. **ULYSES G. MANNING**, South Bend, Ind.

**TO** cycle manufacturers: For one month only I will contract to design and write your 1897 catalogue for \$250. **CLIFFEN WILD**, Suite 1109-4 Manhattan Bldg., Chicago.

**AD** experts wanted to see a perfect example of type advertising, called the Cushing Pamphlet. It's delightful. **AM. TYPE FOUNDER'S CO.** See list of branches under "For Sale."

**ADS** for a dollar, with electros of little cuts for each, to any new customer who can allow me three weeks to do this in. Cash with order always. **R. L. CURRAN**, 150 Nassau St., N. Y.

**IF** you can give me four weeks' time I will write a booklet and furnish a little cut for the cover for 45. Not over 16 pages. Cash with order always. **R. L. CURRAN**, 150 Nassau St., New York.

**ALL** the borders and type used in **PRINTERS' INK** are at the disposal of people who have their advertisements put in type by me. **WM. JOHNSTON**, Mgr. **Printers' Ink Press**, 10 Spruce St., New York City.

**WE** are thinking of making "leaders" of a few different things in the printing line. If there is anything particular that would interest you at special prices, let us know. We can handle large orders at a very small margin of profit. **THE LOTUS PRESS**, 140 W. 23d St., N. Y.

**A** BOOKLET is something longer than an ad and shorter than a catalogue. It offers an attractive compact, convenient form in which to tell a business story. Booklets may properly be used in circularizing for new business, in strengthening your hold on present customers—for inclosure with letters, statements and packages. I have written and illustrated booklets for hundreds of different businesses in all parts of the world—booklets that have pleased my clients and helped to sell their goods. I want to write more. I have samples for those who mean business. My prices for retail booklets are generally not far from \$2 per page. In lines other than retail the price may sometimes be as low as 15 or 25 per page, but is often \$5. Booklets on difficult subjects, elaborately illustrated, cost more. I have just written and illustrated one of 36 pages that cost \$1,500. It was worth it. Write me about your business. **CHARLES AUSTIN BATES**, Vanderbilt Ridge, N. Y.



ILLUSTRATORS AND ILLUSTRATIONS.

**THE BUCHER ENGRAVING CO.**, Columbus, O., furnish best 1-col. half-tone for \$1. Send for proofs.

**CUTS** for catalogues, souvenirs and boom editions. Write for proofs. **BUCHER ENGRAVING CO.**, Columbus, O.

**BEAUTIFUL** illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. **AMERICAN ILLUSTRATING CO.**, Newark, N. J.

ADVERTISING MEDIA.

**40 WORDS**, 5 times, 35 cts. **ENTERPRISE**, Brockton, Mass. Circulation 7,000.

**ADVERTISERS' GUIDE**, New Market, N. J., 5c. line. Circ'n 3,000. Close 24th. Sample free.

**CATHOLIC NEWS**, 40,000 copies guaranteed every w/k. No sample copies. 13 Barclay St., N. Y.

**GRAND RAPIDS DEMOCRAT**, leading paper in Mich. outside Detroit. LA COSTE, New York.

**YOUNGSTOWN VINDICATOR**, 8,400 d. and S., 6,000 w. H. D. LA COSTE, 38 Park Row, N. Y., Rep.

**DETROIT COURIER**. The society and home paper for Wayne County. 4 cents per line for 10 lines or more.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 is entitled to receive the paper for one year.

**LEADING** newspapers in Southwestern Ohio (outside Cincinnati), **DAYTON MORNING TIMES** and **EVENING NEWS**, 14,000 daily.

**THE GENEVA DAILY TIMES**, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers \$2.00 a year. Leading advertising medium in its territory.

**BILLBOARD ADVERTISING** reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada monthly. Sub'n \$1 per yr. 5c. line. Cincinnati, O.

**THE GOLFER** for 1897 will be invaluable to advertisers of good goods of all descriptions. This magazine has the wealthiest clientele in America. Its home patronage far exceeds any other local publication, and its general patronage embraces the leading advertisers of the highest class. If you have good goods, appealing to the better class, your advertisement should be in **THE GOLFER**. Rates of the agencies or **THE GOLFER**, Boston.

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 572, New York.

GOOD HOUSEKEEPING.

Springfield, Mass.

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket-book." One of the best mediums to reach over 50,000 families is **Good Housekeeping**.

Published monthly by Clark W. Bryan Co.

Address all communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

SUPPLIES.

**VAN DIBBER'S** Printers' Rollers.

**ZINC** for etching. **BRUCE & COOK**, 190 Water St., New York.

**TYPE**—The leaders of type fashions. **AM. TYPE FOUNDERS' CO.** Branches in 18 cities.

**STEREOTYPE**, linotype and electrotype materials; copper anodes; zinc plates for etching. **MERCHANT & CO., Inc.**, 517 Arch St., Philadelphia, Pa.

**THIS PAPER** is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, 1714, 10 Spruce St., New York. Special prices to cash buyers.

FOR SALE.

**\$3.50** BUYS 1 INCH. 50,000 copies Proven. **WOMAN'S WORK**, Athens, Ga.

**FOR SALE**—Half or entire interest in one of the largest, most popular and best paying agricultural papers published. Only those with capital and ability need apply. Address "READY MONEY," care **PRINTERS' INK**.

**PRINTING PLANTS**—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more! **AMERICAN TYPE FOUNDERS' CO.**, Boston, N. Y.; Phila., Balt., Buffalo, Pitts., Cleveland, Cin., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, \$2 weeks, for \$25, 6 months for \$45, 3 months for \$25.00, or 4 weeks for \$2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

ADVERTISING.

**BRAINS**, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of **BRAINS** free. Advertising rates on application. **BRAINS PUBLISHING CO.**, Box 572, New York.

AGRICULTURE.

**BREEDER AND FARMER**, Zanesville, O.

BOOTS AND SHOES.

"**BOOTS AND SHOES**" WEEKLY, N. Y. City.

EDUCATIONAL.

**THE SOUTHERN SCHOOL**, Lexington, Ky., 1895, sworn circulation 6,992 copies weekly—largest circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy free.

GROCERIES.

**GROCERY WORLD**, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HOUSEHOLD.

**DETROIT COURIER**. The family and society paper of Wayne County. 4 cents per line, 10 lines or more.

MEDICINE.

**LEONARD'S ILLUSTRATED MED'L JOURNAL**, Detroit, Mich., has 10,000 each issue; proved.

MOTOCYCLE.

**MOTOCYCLE**, 1656 Monadnock Block, Chicago.

TEXTILE.

**TEXTILE WORLD**, Boston. Largest rating.

The average daily net circulation of the New York

# Journal

(MORNING EDITION)

during the month of September, 1896, was

# 389,513

This excludes all waste copies and all copies sent to exchanges, all samples, all free copies of every nature, all copies for filing, and all copies used in the offices and editorial rooms.

The circulation of the morning edition of the JOURNAL is larger than any other morning circulation in the world.

1	377,898
2	382,126
3	376,592
4	378,694
5	378,136
7	375,014
8	376,179
9	375,881
10	378,404
11	385,252
12	387,358
14	388,706
15	390,332
16	407,136
17	398,272
18	395,837
19	393,446
21	390,398
22	389,745
23	400,899
24	401,569
25	393,956
26	407,528
28	396,639
29	396,943
30	404,408

Average, 389,513

The average circulation of the SUNDAY JOURNAL during September, 1896, was

**301,730**

all wastage, free copies, copies for office and editorial use, exchanges, copies for filing, etc., excluded from the count.



## The Journal —

is careful to exclude all objectionable advertising. It accepts only the best class of business. It brings large returns to advertisers. Its rate for general business is 40 cents per agate line, making cost to contract advertisers less than

**1-10 OF A CENT A LINE**

per 1,000 net circulation---the lowest rate with the largest returns.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to January 1st, 1901 the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 108 Fleet St.  
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, OCTOBER 7, 1896.

No advertiser can afford not to be a constant student of human nature.

A RETURN of general business confidence is not yet manifest, but there is a growing feeling that it is not far off.

THE progressive advertiser aims to use as little display type as possible. Mixing up various kinds of display type in an advertisement is a pretty sure way of making it unreadable.

ERICK N. ERICKSON died at his home, Plainfield, N. J., Sept. 25. He was a man of unblemished reputation, conscientious in the discharge of every duty; prompt, careful and thorough in his business engagements; always a gentleman, and ever considerate of his fellow men. In the advertising business for many years, he won the esteem of all who knew him. Truthfully says the *Plainfield Courier*: "That influence, which was always lent for good, whether in public affairs or in the family circle, will still be felt, when the words which tell of his good works have been forgotten."

*Nerve*, published by Thomas F. Murphy & Co., of Augusta, Me., in the interest of the *Celtic Mirror*, has an appropriate name, since it uses long articles from PRINTERS' INK without giving any credit whatever.

THE bicycle has succeeded because the individual makers and dealers advertised their wares, and the commanding position that the silent steed holds to day is a speaking argument of the value of advertising.—*Rider and Driver*.

ADVERTISING something which people do not want, and for which a market can consequently not be created, is a waste of time and money.

MORE dry goods advertising will probably be done this season in New York than has been done for years. The recent establishment of the Siegel Cooper Co. has already caused an increase, and now comes the news that John Wanamaker has bought and will re-establish on its old site the business of Hilton, Hughes & Co.

In order that those who have commodities to sell may sell them to the best advantage, there must be plenty of buyers; in order that those who buy may buy to the best advantage there must be plenty of sellers; and the sellers and buyers must find each other out so as to come in commercial contact. This can be accomplished best by newspaper advertising.

OF an advertiser offering new contracts to publishers "to be cancelled if Bryan is elected," the *Rocky Mountain Editor* says:

In the West, where these notices reach publishers who are as ardent free silver advocates and as sincere as the advertiser may be in advocating the single standard, it is received as a personal affront, and the advertiser is made the subject of such scathing comment as will tell in a decrease in the sales of their remedies.

Two New York newspapers, the *Journal and Tribune*, devote their posters on the "L" stations, not to advertising their own merits but to arguments for the political parties to which they respectively belong. Each has a short, pithy argument, which probably goes home oftener than columns of political discussion, which few people have the time or the inclination to read.

THE Farmers' Bulletin, No. 42, just issued by the government, says this is the leading dairy country of the world. The annual value of our dairy products in 1889 was about \$400,000,000, and the value of the 17,000,000 milch cows was \$370,000,000, an investment exceeded by few other branches of industry. There are only 15 newspapers devoted to dairying, however, and their combined circulation is believed to be less than 50,000 copies each issue. *Hoard's Dairyman*, of Fort Atkinson, Wis., leads with over 17,500 copies, guaranteed.

THE ability to put a complete distinct idea in the smallest number of words is necessary to every ad writer.

*Advertising Review* is the name of a publication devoted to advertising published at Johannesburg, South Africa, by the Lewis Garrison Advertising and Press Agency. PRINTERS' INK notes that it has been laid under uncredited contribution for a number of the items appearing in the new publication.

A COMPETITION recently instituted by the manufacturers of Dunham's Shred Cocoanut presents some phases of interest. The prizes aggregated \$1,500, ranging from \$500 to \$5, and were awarded for lists of the largest number of words formed from the words "Dunham's Shred Cocoanut." Each list was to be accompanied by the trade-marks cut from the front and back of one package of the cocoanut. Over 300,000 lists were received in reply. Three hundred thousand packages of cocoanut sold at ten cents per package represent an expenditure of \$30,000 on the part of people entering the competition, many of whom might never have purchased otherwise. It means the introduction of the product to several thousands of new people, many of whom will continue to use it, now that they have been induced to purchase it. And it certainly must mean a goodly present profit to the manufacturers.

THE man who advertises, if he expects to secure results, cannot be a politician at the time. He cannot let his advertisements tell in plain type or between the lines that he is in favor of this or that side of an issue. It will be resented. The dealer may argue issues with his customers all day long without losing trade, but if he expresses those sentiments in his advertisements he will not have long to wait to learn of the unfavorable results. This means that there is a code of ethics in advertising which one may not violate without having an opportunity to count the cost. For the merchant who expresses his political sentiments in a purely political or social way there is no criticism; but for the one who seeks to force his views upon his business associates and patrons, the rebuke in a mercantile way will not be confined only to those who differ with him politically. -- *Western Druggist*.

ADVERTISING is eminently a practical art. And yet, like all practical arts, it is founded on a basis of theory. The man who would succeed in advertising must take account of the theoretical foundation, for theories are the molding force of all intelligent effort in advertising.

THE love of pictures seems to be inherent in mankind. It is noticeable in infancy, present through childhood and accompanies us through life. Even the lecturers found out the potency of illustration and drew twice the number of people by means of the stereopticon, which depicted to the audience scenes in their lectures. Scientific professors resort to illustrations when teaching the students, and by drawing and diagram elucidate their remarks. In fact, the fondness for and delight in pictures is so noticeable in every walk of life that it is a mystery why advertisers neglected them for so long a time.

ADVERTISING suffers greatly from the people who exaggerate its possibilities, who lead the intending advertiser to believe that it always pays, and that all that is necessary is to spend some money, perhaps with a little skill and a little care. As a result the new-fledged advertiser expects returns entirely without the pales of probability, and when he fails to get them denounces advertising as a fraud and a snare—as, in fact, it has proven to him. It were far wiser to acknowledge at once that advertising is still an uncertain art, not an exact science; that the best laid advertising plans "gang aft agley" so far as results are concerned; that advertising is a business investment, subject to the same immutable laws to which other business investments are subject; that loss is as often incurred as profit; that the best the advertiser can do is to fortify himself with all knowledge obtainable, as well as his best thinking, so as to minimize the chances of failure and make success more and more a possibility and a probability. There is no royal road to success in advertising; like all other roads, it is paved with hard work, hard thinking, courage and persistence. And often, even when all these qualities are brought into play, the advertiser spends years in wooing a public that is at best "coy, uncertain, hard to please."

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Advertisers every where are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, book-lets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

The other day I talked to a man who didn't believe in advertising. He gave his reasons for the lack of faith that was in him. By the way, he was a Western newspaper man—a man whose bread is buttered and “mollased” by advertisers. He said:

“Years ago—fifteen or more years ago—when I was a boy, I made a trip on a steamboat up the Mississippi river to St. Paul. The Mississippi just below Redwing, Minn., runs through a beautiful lake, surrounded by bluffs, called Lake Pepin. In this lake there is an especially picturesque bluff that lifts itself with a perpendicular granite face right out of the lake and right up into the sky. There is the stereotyped legend about a lover's leap, and it is called ‘Maiden's Rock.’ On my boyhood journey I saw this rock. It was ornamented with a legend that was readable three miles away. That legend said:

### ZOZODONT.

“That was the first time I ever saw the word ‘Zozodont.’ It wasn't the last. I've been seeing it ever since, everywhere. It is with me always. It stares at me out of my newspaper, my magazine and my everything. It confronts me at every turn. It has confronted me thus for over fifteen years. During that period I've bought heaps of dentifrice for my own use. Now, it's an honest fact, that in all that time I never bought any Zozodont. I cannot remember to have ever seen a bottle or package of it. I know I never thought of it or asked for it when I went to a drug store for dentifrice. Whether I ever knew its price or what it is like I don't remember. I've gone right on buying dentifrice for fifteen years, without ever realizing that there was such a thing as Zozodont, except when I was looking at one of their pretty girl pictures or disapproving of one of their landscape mutilators. That's a fair sample of what advertising will accomplish.”

It isn't.

I believe that Zozodont is a good dentifrice—one of the best. I am

positive that its advertising has paid or it wouldn't be running to-day. I am equally sure that its advertising isn't “best” advertising. I am sure that it could be made better and to pay better. I am sure that it isn't a fair sample of the “best” that advertising can do.

Because Zozodont advertising didn't influence this one man, doesn't prove that it didn't influence others. This man may have had a little of the poet in his boyish soul and have taken offense at the desecration of a beautiful landscape and unconsciously never have forgiven it. If so, I cannot honestly blame him. A landscape sign is a relic of barbarism. It is a sort of blasphemy.

I don't believe in signs anyway, considered as advertising in the nowadays sense. Of course, in the broad sense, they *are* advertising; so is a wooden Indian before a cigar store.

I don't believe in a sign in a newspaper or a magazine, much more than in one on a Lake Pepin bluff. Present-day advertising in America tells something about the article advertised. Americans have learned to expect that it will. If it doesn't they don't buy the article and read the circulars stuffed in the carton to find out what its merits really are.

In France the artistic poster, without letter-press—a sort of artistic sign—goes. It goes because France hasn't the American newspaper. In England, the sign—just the name and a line—goes. It goes because England hasn't the American newspaper.

In America the newspaper goes. And the magazine.

And signs, in America, do not go to any large extent. They don't give nowadays advertising returns even in the newspapers and magazines. A picture of a pretty woman with pretty teeth will stop a man, and he will notice the name alongside and possibly remember it. But the picture or name will not convince him of the merits of the article advertised.

When you buttonhole an American

on the street he "expects you to say something." When you buttonhole him in his magazine he looks for a convincing argument.

You may be able to convince a Frenchman by showing him a pretty face, et cetera; an Englishman by yelling simply, "Use Zozodont," at him from a hoarding, but an American "wants to know, don't you know."

Advertising pays. Some kinds more than others.

\* \*

There is a large class of advertisers which confounds dignity and dry rot. These men apparently imagine that respectability and frigidity and prosiness are one and the same. They mistake vim and tact for indecency.

I conclude that these advertisers must be the kind of men who get jealous of their wives if they smile or wear posies in their hats.

They approach an advertisement writer, when they approach him at all, as if he were a real wicked, immoral individual who must be sternly repressed lest he contaminate their catalogues or booklets with undignified and unrighteous levity. They only approve of stereotyped business phrases, names of articles and prices. The idea that they can use in their printed matter the same arguments, the same geniality and sprightliness of speech and manner, the same cordiality and wit and address that their traveling men employ in order to make sales, never enters their heads. I actually believe that some of these firms would discharge their most successful travelers if they ever happened to hear them talk up a sale. The "talk" would be entirely too undignified.

A successful traveling man is dignified and—*isn't*. His manners and language are correct. He doesn't overstep the conventionalities. He doesn't curse or use slang. He approaches his man with dignity, but also with aplomb. Gradually he warms up. He snuggles up to his man. He takes a new liberty with every sentence. He gets closer and closer. Before the man knows it he has not only his ear but his button-hole. Directly he mails a good-sized order to his house.

Meanwhile the "house" swells around in all the glory of its tremendous dignity and is almost "too utter" to be "in vulgar trade at all." The fact is that it would get out of "vulgar

trade" and move to Fifth Avenue and Newport a great deal quicker if it would put a few of the traveling man's arguments in its catalogues and booklets. Of course, the traveling man's talk verbatim wouldn't go well in cold print, but a good ad writer can take the gist out of that talk and put it in effective catalogue or circular shape, and a catalogue with it in would be worth about twenty-five times as much as one without it.

I know business firms that wrote introductions to their catalogues ten years ago and haven't changed them since, except the one phrase, "Established blank years ago." They started with dignity and still have it—but they haven't retired on their profits.

These firms get up expensive catalogues simply to reinforce the efforts of their travelers. They don't expect the catalogue to sell goods. The catalogue is just a pretty picture-book with the name and list price of an article under its picture. Frequently not a line of argument or even explanation telling why the article is a good, desirable article—all that is left to the traveler, who comes along occasionally.

A catalogue ought to be a salesman, the traveler simply reinforcing it. It should tell about the firm—all about it—good stories about it, good-naturedly and modestly brag about it; tell about the achievements it is proud of, and at the same time tell prospective customers what important people they are—what good, reliable, indispensable people they are—that the firm couldn't get along without them (and it couldn't)—and that the firm wants them to write or call any day, even if they buy elsewhere—just as the traveler does, only that the traveler goes further and delivers a *special* message from the senior partner, which, of course, the catalogue can't do.

Then a good catalogue goes along and makes a special argument for each article—an argument, not a stereotyped, clammy description that sounds as if it had been sawed out of a cake of ice. No—an explanation and argument that has heart and warmth and movement in it—a description and argument that isn't clipped bodily, or clipped and edited, from a competitor's catalogue, who in turn clipped or revised it from the catalogue of a firm that failed four years ago.

A good catalogue is a good thing.



## READY-MADE ADS.

[[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

*For Carpets and Furniture.*

## Side Talks with Prospective Customers.

These introductory notes to a brief list of some of the immense stock we have gotten ready for the fall time differ noticeably from the ordinary furniture and carpet advertisement—in that every word we say is strictly lived up to when you get inside our doors and have dealings with us.

Our new designs from the manufacturer are of a class of their own, and present a striking contrast to the cheap, gaudy goods of the man who claims to sell on credit lower than other houses sell for cash—an absurdity on its face.

One of our chief claims to trade consideration is our complete and supreme desire to satisfy every one. A prime motto of ours is "Money back to dissatisfied purchasers." Our cheerful repayment to our friends when goods do not suit is a shining feature of our modern methods.

Our "strictly cash" system is the cheapest in every way. Goods bought of us for cash are 'way above the character of stock sold by the instalment man and price-cutter. Their stocks are generally the refuse of auction sales, and are misleading to a degree—if not actually dishonest. You are the judge!

*For Dress Goods—(By H. W. Speer).*

## FALL DRESS GOODS.

In center show window to-day a display not approached by anything in Texas. The whole space a poem of harmony in elegant stanzas ringing with the rhythm of right shades and colorings, and punctuated with that taste that's so long brought good dressers to our dress goods department.

*For Fish.*

## FISH.

We are the largest handlers of sea food on the coast; but we give the smallest order the same attention as the largest. You cannot obtain anywhere sea food in fresher condition than what we sell, and we deliver right after the order. Look in Thursday's paper every week for what we have on Friday.

*For Paint.*

## THERE ARE MANY THINGS

That should be painted this fall. There are vehicles, farm implements, furniture, things about the house, and a lot of things that didn't have paint applied last spring that needed it very badly.

*For a Jeweler.*

## A Good Watch

is a faithful servant, but a bad one is worse than none at all. If there is anything worse than a watch that gains, it is one that loses time. Both are dear at any price. If a watch guesses at the time you might as well do the guessing yourself. The watches I sell are all of the best and none of them bad.

Call and see my assortment of ladies' silver watches at \$5, \$7 and \$9.

*For Shoes—(By H. W. Speer).*

## SHOE SENSE

Is written all over our Shoe Department. Not a bigger shoe stock in the city. Not a more sensible or better selected stock in the State. Experience and our straight trip to responsible, tried and honest factories only makes it so. Not a shoddy shoe is the whole stock. Price shoes here sometime and see the saving.

*For a Jeweler.*

## Curiosity Is all Right

if you are actuated only by curiosity to see the finest stock of Sterling Silver in the city.

A store like ours is more of a public institution than a private business house.

We expect people to come merely to look. We are glad to have them know all about our stock and our prices.

*For a Druggist.*

## The Blue and the Gray.

Both men and women are apt to feel a little blue when the gray hairs begin to show. It's a very natural feeling. In the normal condition of things gray hairs belong to advanced age. They have no business whitening the head of man or woman who has not begun to go down the slope of life. As a matter of fact, the hair turns gray regardless of age or of life's seasons; sometimes it is whitened by sickness, but more often from lack of care. When the hair fades or turns gray there's no need to resort to hair dyes. The normal color of the hair is restored and retained by the use of —.

*For a Plumber.*

## Have You a Furnace?

It will pay you to have it put in order now. If you have no furnace, we can supply one at the lowest figure. Steam heaters and hot water heaters are also in our line. All kinds of tinning and plumbing.

PANTS.

I am willing to pay for a half-page display  
In heavy-faced letters, declaring  
That I'll give a new dime for a word that will rhyme  
With the garments fair cyclists are wearing.  
So, give me some space in a prominent place  
And send a sight draft for the payment;  
Though it takes my last cent, I'll remit with content,  
When supplied with a rhyme for such-  
raiment.  
Only poets can know the extent of my woe  
When intent on some brilliant effusion—  
I am knocked out of time for the lack of a rhyme  
Conveying the needful allusion.  
I might fill up my purse writing bicycle verse,  
At the price it is usually rated,  
But my troubles intrude when I strive to allude  
To the cycle girl's garb bifurcated.  
I could reel off dead loads of good sonnets  
and odes;  
I am sure they'd be regular gol-sousers;  
But a mention of breeches would forfeit my riches,  
And how can I use the word "trousers"?  
So, please give my ad the best place to be had,  
And, meanwhile, I'll go down in my lockers  
And fish out a dime for a word that will rhyme  
With those togs that are not knicker-  
bockers. —*Bearings.*

FIRST PRINTING PRESS IN AMERICA.

In the museum of the Vermont State Capital building at Montpelier is the first printing press used north of Mexico on this continent. It is a wooden and iron structure. It was brought from England in 1638 and set up in Cambridge, Mass., the first work being the printing of the *Freeman's Oath*, in 1639. Later the press was taken to New London by a descendant of Samuel Green, and remained there until 1773, when it was removed to Norwich, Conn. In 1778 it was taken to Dresden, now Hanover, N. H., and thence to Westminster, where it was used for printing the *Vermont Gazette or Green Mountain Post Boy*, the first newspaper in Vermont. In 1789 the press was taken to Windsor, Vt., and was used in printing the *Vermont Journal or Universal Advertiser*. In the case with the press are incomplete files of the paper printed on the press. The earliest issue of the *Vermont Gazette or Green Mountain Post Boy* in existence is Volume 1, No. 8, dated Monday, April 2, 1781. On the first page is printed the following piece of "news," of special interest to the followers of General Israel Putnam, wearing the Continental uniform: "Hartford, March 20.—Last Friday afternoon, His Excellency, General Washington, arrived in town from Newport, and on Sunday morning proceeded on his journey to the army." —*New London (Conn.) Telegraph.*

IN THE SCHOOL OF JOURNALISM.

"What do you call a piece of exclusive news that you secure?"  
"A beat or a scoop."  
"And what do you call a piece of exclusive news that is secured by your rival?"  
"An idiotic fake." —*Chicago Post.*

SNAKES.

"I see snakes quite often, doctor. Must I give up drinking?"  
"No; give up reading the Sunday papers." —*Town Topics.*

A UNIQUE ADVERTISEMENT.

Near Ardenlee, Scotland, there is a unique advertisement made of flower beds. Each bed is a gigantic letter forty feet in length, the whole forming the words "*Glasgow News*." The total length of the line is 123 feet; area covered by the letters, 14,845 feet. The advertisement is on the side of a hill and, being of bright-colored flowers, can be read from a distance of four and a half miles. —*New York Tribune.*

DETRIMENTAL ADVERTISING.

Theatrical Manager—I am undone!  
Wife—Mercy! Has the theater been burned down?  
"Worse! That new play on which I spent so much money contains such a fine moral lesson that the preachers are advising people to go and see it. Now it won't draw enough to pay the attendants." —*Exchange.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line.  
Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper.  
Los Angeles Times. Circ'n over 18,000 daily.

ILLINOIS.

THE ALTON, ILL. SENTINEL-DEMOCRAT has  
the largest circulation of any daily paper in Southern Illinois.

INDIANA.

THE PLYMOUTH INDEPENDENT is the only  
daily published in Marshall County, Indiana,  
which has a population of 24,900.

IOWA.

DUBUQUE HERALD, founded 1836. Family  
circulation; up to date; circulation steadily  
increasing. Is it on your list?

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12,000 copies  
each issue. Thoroughly covers the homes  
of the city and suburbs. Now in its twelfth year.  
Send for rates and copy of TRUTH to H. D. LA  
COSTE, 38 Park Row, New York, Special News-  
paper Representative.

MICHIGAN.

GRAND RAPIDS DEMOCRAT covers Western  
Michigan.  
DETROIT COURIER. The family and society  
paper of Wayne County. 4 cents per line,  
10 lines or more.

MISSOURI.

GAZETTE, West Plains, Mo., leading paper in  
county. Best farming and fruit-growing  
district in West. Write for rates.

MONTANA.

HELENA INDEPENDENT — 6,400 Daily, 6,600  
Sunday, 3,385 Weekly, guaranteed. Leading  
newspaper in the Treasure State. H. D. LA COSTE,  
38 Park Row, New York, Eastern manager.

NEW JERSEY.

WITHIN a radius of ten miles from Red Bank  
is a population of over 40,000 people. More  
of these people take the Red Bank REGISTER than  
take any other paper.

## NEW YORK.

**B**INGHAMTON LEADER.

**B**INGHAMTON LEADER, the tea table favorite.

**B**INGHAMTON LEADER, leading afternoon paper and the favorite family medium.

**B**INGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

**B**INGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1886, Daily, 8,746; Weekly, 4,600. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

**B**RAINS, a weekly journal for advertisers. It contains photographic reproductions of the best retail advertisements to be found in the various publications of the English-speaking world, together with many hundred excellent suggestions for catch-lines, reading matter and best typographical display of advertisements. The only journal in the world devoted exclusively to retail advertisers and to the men who write and set their ads. Printers get many good suggestions for display from it. Subscription price \$4 a year. Sample copy of BRAINS free. Advertising rates on application. BRAINS PUBLISHING CO., Box 672, New York.

## NORTH CAROLINA.

**M**ECKLENBURG County is third in population and wealth in North Carolina. The Mecklenburg TIMES leads all other weekly papers in Mecklenburg County. In fact it has more subscribers in the county than all other weekly papers published here. It is the best advertising medium for the county. W. C. DOWD, Editor and Proprietor.

## OHIO.

**D**AYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

**L**EADING daily and weekly papers in Eastern Ohio. THE VINDICATOR, Youngstown, 8,400 d., 8,400 S., 6,000 weekly.

## PENNSYLVANIA.

**I**NTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1806; staunchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. FASCHALL & CO., Doylestown, Pa.

## TENNESSEE.

**C**HATTANOOGA, Tenn., has 50,000 people. The EVENING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

## VIRGINIA.

**L**YNCHBURG NEWS; only morning paper; 25,000 population; established 1866; daily, 2,600; Sunday, 2,600; weekly, 3,000. Let us submit prices and papers for examination. Leading paper west of Richmond. H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

## WASHINGTON.

**S**EATTLE TIMES.

**S**EATTLE TIMES is the best.

**T**HE TIMES is the home paper of Seattle's 60,000 people.

**S**EATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

## WISCONSIN.

**S**UPERIOR TELEGRAM, 5,500 daily, every evening except Sunday. Associated Press Franchise (operator in its own building); Mergenthaler typesetting machines; has its own artist. Largest circulation in Northern Wisconsin. Prices for advertising of H. D. LACOSTE, 38 Park Row, New York, Special Newspaper Representative.

## CANADA.

**\$6.00** A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

## HAWAIIAN ISLANDS.

**S**TAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

## Displayed Advertisements.

50 cents a line: \$100 a page; 25 per cent extra for specified position if granted. Must be handed in one week in advance.

**Lynchburg NEWS** (2,600 D. & S. 2,000 Weekly).

146,306 people in the Congressional district covered by the Superior Telegram. 5,500 every evening (ex. Sunday).

**MAIL** TOPEKA, KANSAS

Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

# The Evening Journal,

JERSEY CITY, N. J.  
Average Daily Circulation for 1895,  
14,362.

Guaranteed by American Newspaper Directory.

# THE ARGONAUT

Is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 246 Sutter Street, San Francisco.

From Ocean  
To Ocean

**The Union  
Gospel News**

Finds its Way

Being undenominational and  
reaching thousands of homes  
not reached by any other  
paper of its kind. . . .

Advertisers know its value.  
Published every Thursday.  
Write for rates.

Address

...The...  
**Union Gospel News,**  
Cleveland, Ohio.

**SEND FOR RATES**

for advertising space in

**Faulkner's  
Magazine**

At fifty cents a year it  
is the cheapest monthly  
fashion magazine pub-  
lished. The circulation  
is guaranteed and proven  
to be over

 **50,000**

copies each and every  
issue. Forms close on the  
25th of the month.

**Faulkner's Magazine,**  
23 Park Row, New York.

Not Every One  
Reads

The  
**Peterson**  
**Magazine**

That would mean

**70,000,000**  
**Readers**

in the United States  
alone.

But many thousands  
of people with money  
to buy what they want  
do read THE PETERSON  
MAGAZINE, and advertis-  
ers reap a direct benefit  
from their announce-  
ments in its pages.  
Advertising Rates, \$80  
per page by the year.  
Half and Quarter pages  
in proportion.

THE PETERSON COMPANY,

109 FIFTH AVENUE,

NEW YORK.

Tell me just  
What you want  
In the way of a **Booklet**

and I will tell you the cost. I believe no other printer can give better value than I can. I have the very best material and unsurpassed facilities for the execution of this class of work. Everything in PRINTERS' INK is at the disposal of my customers.

When writing for estimate be sure to let me know the following, and then we will do business much quicker: State the size, number of pages, how many words to a page, with or without cover—one or two colors on cover, on inside or both—and how many copies you want.

I will send samples of paper and guarantee my work to give satisfaction. All I ask is that my competitor does the same. If he runs in cheaper paper, give me a chance to figure on same grade before giving out job.

Isn't that fair enough?

Address WILLIAM JOHNSTON, Printers' Ink Press, 10 Spruce St., New York.

(Sample Booklet 1 rec.)

## The Argus,

ALBANY, N. Y.

EIGHTY-FOURTH YEAR.

At the Capital City of the Empire State.

The Political struggle of the Fall of 1896 will be the greatest this Nation has ever experienced. New York State will be the great Battle Ground. The Six Million People in its confines will read every day of this great battle in the columns of the leading newspaper,

## The Albany Argus

(Daily, Sunday and Semi-Weekly)

the oldest and acknowledged leading Democratic Paper of the State, under new editorial and business management.

Nearly half a million people read its columns every day. Sagacious advertisers make their announcements in its columns.

Rates, sample copies, etc., on application.

THE ARGUS CO.,

Broadway and Beaver Street,

ALBANY, N. Y.

# Anzeiger... Des Westens

ESTABLISHED

1834

THE GREAT GERMAN-AMERICAN  
PAPER OF THE WEST AND  
SOUTHWEST

DAILY, . . . 8 pages  
SUNDAY, 24 to 32 pages  
WEEKLY, . . . 12 pages

The leading, the foremost German daily of St. Louis—its circulation by far exceeds that of all the others.

**The Anzeiger des Westens** pays more postage for its issue through the mails than any other German paper in St. Louis.

**The Anzeiger des Westens** covers the German field of the West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a comparative investigation of all books—not of cash books only, which may be doctored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner, but by an investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

JOHN SCHROERS  
BUSINESS MANAGER

EMIL CARO  
ADVERTISING MANAGER

Anzeiger Association

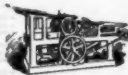
PUBLISHERS

ST. LOUIS

## YOUR MONEY'S WORTH

means the greatest product a machine will produce at the least cost!

THE  
"NEW  
MODEL"



THE  
"CENTURY"  
PONY

each in its field produces more and costs less to operate than any other machine on the market!

**Campbell Printing  
Press & Mfg. Co.**

6 Madison Avenue, New York  
334 Dearborn Street, Chicago

## DO YOU PUBLISH A NEWSPAPER ?

Are you keeping a record of your issues ?

Do your actual issues average more than a thousand copies ?

If so, you can have the exact figures inserted in the American Newspaper Directory for 1897, showing the actual average issue or sale during the entire year 1896. It will cost you nothing—provided you furnish the requisite information, duly signed and dated, and in a form that will insure the information being definite.

Circulation statements to insure attention should cover every issue in 1896, and be sent in not earlier than January 2d or later than January 16th, 1897.

All communications should be addressed

Editor AMERICAN NEWSPAPER  
DIRECTORY,

10 Spruce Street, New York.

## The Daily News

Has double the circulation of any other Iowa daily.

Located as it is at Des Moines, the Capital and principal city of the State, it circulates largely over the entire State.

Average sworn circulation for six months ending August 31, 1896,

**15,112**— . . .

For particulars and detailed statement, address

**THE NEWS, Des Moines, Iowa.**

SPIRITUALIST PAPER

*Light of Truth.*

Established 1886.

Circulation 27,000 WEEKLY.

SEND FOR SAMPLE COPY.

*FRANK E. MORRISON,*

Publisher's Special Agent,

TEMPLE COURT, New York.

BOYCE BUILDING, Chicago.

LYNN S. ABBOTT, in charge Chicago Office.

# If You Had "Phone" Connections

with the best homes of Brooklyn and should get a hearing from every member of each family you couldn't make your goods a bit better known than you would by putting your advertisement in

## The Standard Union





## An Illustration

That is attractive and pleasing—true to nature—  
so to speak, invariably attracts favorable attention.

People are getting tired of "awful examples," uninteresting portraits, "before and afters," and freak designs.

In advertising, much depends upon the illustration. There is such a thing as making it natural, yet not commonplace.

I am confident that I can demonstrate this to your satisfaction.

---

**FRANKLIN KING,**

ILLUSTRATOR,

4 Warren St.,

New York.

# *The Leading Newspaper of San Francisco*

CIRCULATION

STANDING

THE RAND-MCNALLY TRAVELERS' HAND BOOK for August, 1896, states  
that the leading newspaper in San Francisco is the

# San Francisco Chronicle

*Referring to this Hand Book,  
PRINTERS' INK  
of August 26th, 1896, says:*

"The interesting feature of this department, that has led to this reference to it, is a designation of the leading papers in a majority of the towns described. The information seems to have been compiled with some care, and a portion of it is here reproduced as of considerable interest to advertisers."

This article can be found on page 36 of the issue of PRINTERS' INK for August 26th. Advertisers who wish to place business upon the Pacific Coast will do well to look this up, as the evidence is there given that the SAN FRANCISCO CHRONICLE is the leading paper published in San Francisco.

MR. GEO. P. ROWELL, the Napoleon of advertising, has stated editorially and by word of mouth that the SAN FRANCISCO CHRONICLE is the best conducted newspaper published in San Francisco.

NEW YORK OFFICE: 213 TEMPLE COURT.

CHAS. J. BROOKS, Eastern Manager.

## *The October Womankind*

Will mark a wonderful improvement over all previous issues. Nor will the improvement be confined to its looks. Another publication has been absorbed and WOMANKIND'S guaranteed circulation will hereafter be not less than

**70,000 to 75,000**

For rates address the Eastern  
or Western office.

---

***The Hosterman  
Publishing Co.***

***150 Nassau St.,      Springfield,  
New York.              Ohio.***

The circulation of the

# Helena\*\*\*\*\* Independent

is increasing in a legitimate manner.



No other daily in that city can compare with it in the extent and character of its output. It reaches the solid people of Helena and Eastern and Northern Montana hours in advance of any other Montana paper.

It is the only morning newspaper at the State Capital.

It is the leading family newspaper of Montana. It furnishes an exact statement of its circulation. By reason of its supremacy in Montana it is a most valuable medium for advertisers and is productive of good results.

We are pleased to submit estimates for advertising and any information regarding the field covered.

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38 Park Row, New York. **H. D. LA COSTE,** Eastern Manager.

# The Kansas City World...

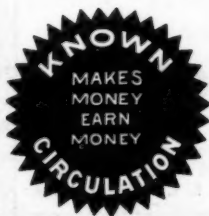


Is the **ONLY** newspaper published in Kansas City which furnishes a sworn statement of the daily circulation *at home* as well as abroad.

Its daily average (sworn) circulation for last week (7 days) was . . . . .

## 27,602—

THE WORLD accepts advertising with the distinct understanding that its actual daily and Sunday circulation exceeds 27,000 complete copies a day.



**A. FRANK RICHARDSON,**

Tribune Building,  
New York.

Chamber of Commerce,  
Chicago.

Red Lion Court,  
Fleet St., London.

# THE VICKERY & HILL LIST

(OF AUGUSTA, ME.)

## Stands at the Head

FOR

### LARGE CIRCULATION

AND HENCE

### POSITIVE RETURNS TO THE ADVERTISER

As the largest combination of papers and the best regulated list from a business standpoint, it is generally considered among advertising men *as the standby for old advertisers* and "proving ground" for new advertisements.

**C. E. ELLIS, Advg. Mgr.**

401, 402, 403 TEMPLE COURT, NEW YORK CITY.

**CHICAGO OFFICE:**

Boyce Building.  
W. J. KENNEDY in charge.

**BOSTON OFFICE:**

55 Equitable Building.  
E. R. GRAVES in charge.

# Not the Black Mud

*It Was Libeled.*

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Becoming tired of paying 12 to 14 cents a pound for news ink, we informed our supply house, which professed the ability to meet all competition, that if they would not come down to reasonable figures we would buy in New York at 4 cents a pound. The supply house did not respond, but said a customer had tried the 4-cent ink, and pronounced it no better than black mud. Unterrified by this warning, we bought a 500-lb. barrel of the New York article for \$20 and freight and have been using it for months. While our presswork probably does not do the ink justice, it proves much better than some that cost us 14 cents.—*Aransas Pass (Tex.) Herald.*

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Why is it that my competitors never have a good word for my inks?

I never say anything against them, only that I am willing to duplicate their goods at from fifty to eighty per cent lower than they charge. To secure my inks the cash must accompany the order, otherwise I don't ship them. I employ no agents. I keep no books. I make no bad debts. These are some of the reasons why I can match any job ink under the sun for 25 cents a  $\frac{1}{4}$ -lb. can, excepting Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a  $\frac{1}{4}$ -lb. can.

My news ink is the best in the world, and is sold at 6 cents a pound in 25-lb. kegs, and 4 cents a pound in 500-lb. barrels.

If my inks are not found as represented they may be returned, and I pay the charges both ways. Send for my price list. Address

**PRINTERS INK JONSON,**

8 Spruce Street, New York.



## A Booklet

is something longer than an ad and shorter than a catalogue.

It offers an attractive, compact, convenient form in which to tell a business story.

Booklets may properly be used in circularizing for new business, in strengthening your hold on present customers—for inclosure with letters, statements and packages.

I have written and illustrated booklets for hundreds of different businesses in all parts of the world—booklets that have pleased my clients and helped to sell their goods.

I want to write more.

I have samples for those who mean business. My prices for retail booklets are generally not far from £2 per page.

In lines other than retail the price may sometimes be as low as \$2 or \$3 per page, but is oftener \$5. Booklets on different subjects elaborately illustrated cost more. I have just written and illustrated one of 36 pages that cost \$1,200. It was worth it.

Write to me about your business.

---

**Charles  
Austin**

Vanderbilt  
Building,  
New York.

**Bates**



## Looking Over

Apparently insurmountable obstacles is one way to overcome them and see your way clear. You can make it equally clear to business prosperity by a card (16 x 24) or a poster (30 x 52) on the

## BROOKLYN "L"

Write us for folder.

---

GEO. KISSAM & CO.

253 Broadway, N. Y.

35 Sands St., Brooklyn.



“TALKING THROUGH  
....HIS HAT”....

is the man who says “advertising is no good.” He gives you a “tired feeling” that no sarsaparilla can cure. Men of sense know the value of advertising and you’ll find their announcement in our


STREET CARS—

....Everywhere....

---

GEO. KISSAM & Co., 253 BROADWAY,  
NEW YORK.

# Cycling Mishaps

Just as important as your repair kit to keep ever handy on cycling trips is a bottle of 

## CUTELIX

What the former does for your wheel the latter does for yourself. For cuts or bruises you will find nothing to bring such quick relief or speedy cure as CUTELIX. A punctured tire isn't nearly so troublesome as a punctured skin and you should never think of starting out on your wheel without CUTELIX. Any druggist will furnish it for twenty-five cents.

For a check for \$50 we will  
insert ten lines in

## One Thousand American Newspapers

of our own selection, and send it out the very day it comes to hand. The advertisement will appear in a full thousand distinctly separate Newspapers; files of all of which may be examined by the Advertiser if he so desires. Ten lines will accommodate about 75 words,

1,000  
Weekly Newspapers  
For \$50

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THE GEO. P. ROWELL ADVERTISING CO.

Established 1865.

10 Spruce St., New York.